

Clark County
Quit Line Data Summary
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 205	N = 2,932
Percent of Statewide Calls	8.2%	100.0%
Percent of State Population in County¹	5.9%	100.0%
	County %	State %
Gender	N = 202	N = 2,604
Female	63.9%	62.4%
Male	36.1%	37.6%
Race/Ethnicity	N = 183	N = 2,203
People of Color	12.6%	12.2%
White	87.4%	87.8%
Age	N = 197	N = 2,425
Less than 18 years old	1.5%	1.8%
18 - 24 years old	18.8%	14.6%
25 - 34 years old	23.9%	22.7%
35 - 44 years old	27.4%	27.4%
45 years and older	28.4%	33.5%
Education	N = 191	N = 2,312
Did not graduate high school	24.1%	20.6%
High school graduate	32.5%	35.9%
Some college/vocational school	35.1%	33.6%
College graduate	8.4%	9.9%
Caller Type	N = 201	N = 2,700
General Information	4.5%	9.5%
Health care provider	1.5%	4.9%
Tobacco user	94.0%	85.6%
Payer Type	N = 156	N = 1,873
Insured	22.4%	31.1%
Uninsured	39.7%	30.3%
Medicaid	37.8%	38.6%
Heard About	N = 180	N = 2,176
Past caller	13.9%	15.2%
Employer/worksites	0.6%	0.9%
Health care provider	26.1%	31.3%
Television	15.0%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.6%	1.8%
Targeted mailing	1.1%	0.3%
Great Start	0.0%	0.1%
Radio	0.6%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	4.4%	6.1%
Family or friend	26.1%	23.9%
Health Department	10.6%	6.3%
School	1.1%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.